

CONTRACT

WUAB
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

| | | |
|--|---|--|
| Contract / Revision 830959 / | | Alt Order # |
| Product OH US SEN JOSH MANDEL OCT 2-OCT 9 TV | | |
| Contract Dates 10/02/12 - 10/09/12 | Estimate # 2795 | |
| Advertiser Mandel, J/US Senate/R | | Original Date / Revision 10/01/12 / 10/01/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WUAB | Account Executive House WOIO/WUAB | Sales Office Cleveland Local |
| Special Handling Cash In Advance | | |
| Demographic Adults 35+ | | |
| IDB# | Advertiser Code | Product Code |
| Agency Ref | | Advertiser Ref |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|--------------------|----------------|------|--------|-------------------|-------------|------|-----------|-------------------|
| N 1 | WUAB | 10/02/12 | 10/05/12 | M-F 7-730p | 7-730p | | :30 | | | NM | 4 | \$1,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -TWTF-- | | | | 4 | \$475.00 | | | |
| N 2 | WUAB | 10/08/12 | 10/09/12 | M-F 7-730p | 7-730p | | :30 | | | NM | 2 | \$950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MT----- | | | | 2 | \$475.00 | | | |
| N 3 | WUAB | 10/02/12 | 10/05/12 | M-F 730-8p | 730-8p | | :30 | | | NM | 4 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -TWTF-- | | | | 4 | \$375.00 | | | |
| N 4 | WUAB | 10/08/12 | 10/08/12 | M-F 730-8p | 730-8p | | :30 | | | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | 1 | \$375.00 | | | |
| N 5 | WUAB | 10/02/12 | 10/05/12 | Action News at 10p | 10-11p | | :30 | | | NM | 4 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -TWTF-- | | | | 4 | \$300.00 | | | |
| N 6 | WUAB | 10/08/12 | 10/09/12 | Action News at 10p | 10-11p | | :30 | | | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | MT----- | | | | 2 | \$300.00 | | | |
| Totals | | | | | | | | | | | 17 | \$6,525.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|-------------------|-------------------|
| 10/01/12 - 10/09/12 | 17 | \$6,525.00 | \$5,546.25 |
| Totals | 17 | \$6,525.00 | \$5,546.25 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



JOSH MANDEL

830954

Revision #: 0 Date: 10/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2795
 Media: TV Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV
 Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM
 Market: Cleveland Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

Signature
10/11

| Line No | Daypart Program | Daypart Code | STN Gross | STN Net | Days | Tue 10/2 | Wed 10/3 | Thu 10/4 | Fri 10/5 | Sat 10/6 | Sun 10/7 | Mon 10/8 | Tue 10/9 | Total Spots |
|---------|-----------------|--------------|-----------|---------|------|----------|----------|----------|----------|----------|----------|----------|----------|-------------|
|---------|-----------------|--------------|-----------|---------|------|----------|----------|----------|----------|----------|----------|----------|----------|-------------|

| | | | | | | | | | | | | | | |
|--------------|---|----|----------|----------|----|---|---|---|---|---|---|---|---|----|
| WUAB-TV | | | | | | | | | | | | | | |
| 111 | MTuWThF 7:00p-7:30p TWO & HALF MEN | PA | \$475.00 | \$403.75 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 6 |
| 112 | MTuWThF 7:30p-8:00p TWO&HALF MEN B | PA | \$375.00 | \$318.75 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 5 |
| 113 | MTuWThFSaSu 10:00p-11:00p ACTION NWS@10< | RT | \$300.00 | \$255.00 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 6 |
| Total Spots: | | | | | 3 | 3 | 3 | 3 | 3 | 0 | 0 | 3 | 2 | 17 |

| | | |
|-------------|-------------------|------------|
| Total Cost: | \$6,525.00 | \$5,546.25 |
| Total | OCT 12 \$6,525.00 | \$5,546.25 |
| | | 17 |

Disclaimer:

Signature: _____



Summary by Station/System

Date: 10/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2795
Media: TV Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV
Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM
Market: Cleveland Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

| Station | Total Spots | STN Gross | PCT | STN Net | PCT |
|---------------|-------------|------------|------|------------|------|
| WUAB-TV | 17 | \$6,525.00 | 100% | \$5,546.25 | 100% |
| Market Total: | 17 | \$6,525.00 | | \$5,546.25 | |